SEEING IS BELIEVING

C CHANNEL: PAY TELEVISION WITH A DIFFERENCE

C CHANNEL GUIDE

C Channel Guide is published quarterly (Jan., Apr., July & Oct.) by Lively Arts Market Builders Inc., president and publisher Edgar A. Cowan,
copyright 1982, and distributed free to 200,000 selected cable television subscribers in major centres from Halifax to Vancouver.

C CHANNEL

A celebration of excellence

What you are about to see is one of the most exciting entertainment ideas yet conceived: C Channel, a pay television service for the discriminating viewer.

C Channel is the entertainment network dedicated to the world's finest performing arts, critically acclaimed films and challenging children's programmes. The following pages are intended to whet your appetite, to let you see for yourself the difference between C Channel and every other kind of television.

We invite you to examine this promise of performance for yourself. We are confident you will find it irresistible.

G. Hamilton Southam
Chairman of the Board

Edgar A. Cowan
President

THE LIVELY ARTS

We bring the arts to life

Imagine the difference C Channel will make to your viewing habits. Every night of the year your television becomes a stage for the most dazzling performing arts and a screen for the finest films. This dramatic difference will encompass three important areas of entertainment. We call them The Lively Arts.

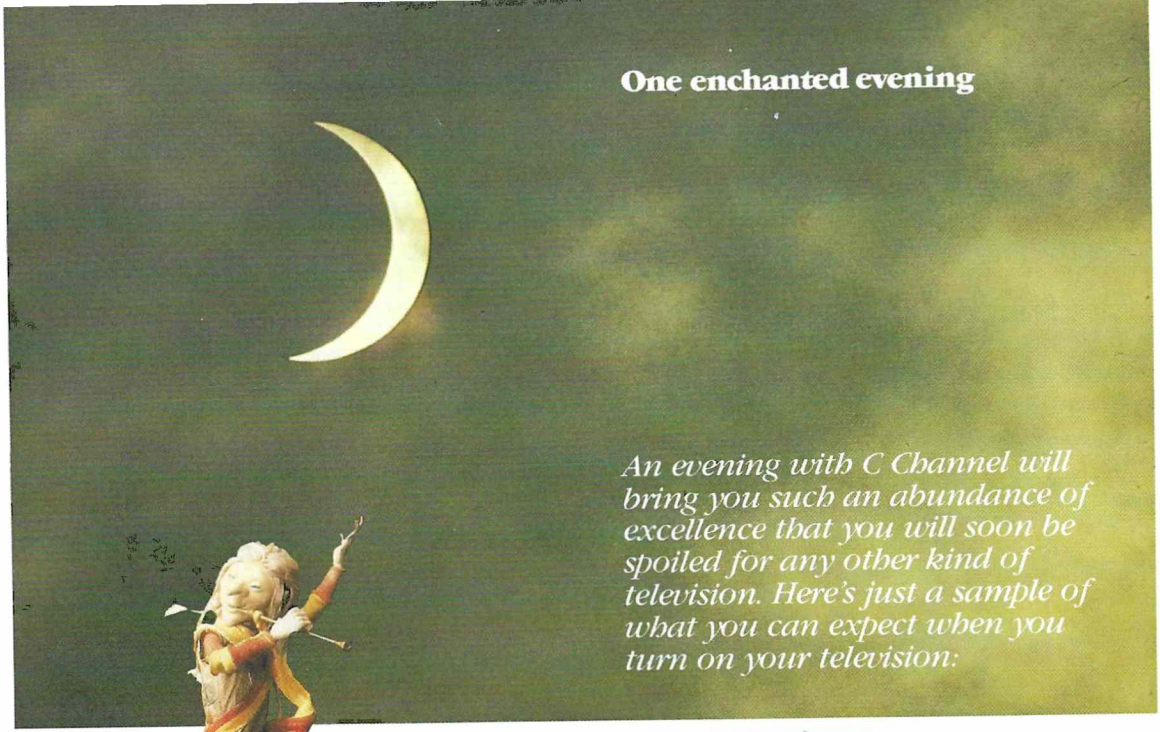
The Performing Arts – *great music, live theatre, dance and opera, all in stereo, from across Canada and around the world.*

Cinema – *films of taste and intelligence, acclaimed by critics and audiences alike.*

Children's Programmes *that enrich and enlighten as they entertain.*

All our programming measures up to a single standard: discriminating television for demanding people. Now, see for yourself.

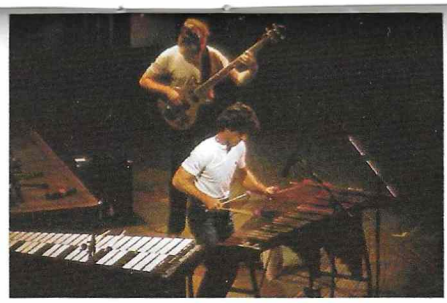
OUR SCHEDULE

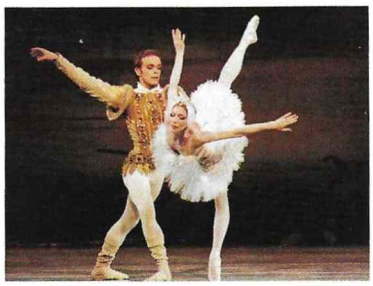


An evening with C Channel will bring you such an abundance of excellence that you will soon be spoiled for any other kind of television. Here's just a sample of what you can expect when you turn on your television:

5 to 7 p.m.
ODYSSEY Today's programme for children includes "The Pied Piper of Hamelin," "Dinosaurs", "Coral Island" and "Spectrum", a science programme.

7 to 8 p.m.
MONTREAL JAZZ FESTIVAL The fabulous classical rock of L'Orchestre Sympathique.





8 to 10 p.m.
COMMAND PERFORMANCE The Royal Ballet's "Swan Lake" at Covent Garden with the celebrated prima ballerina, Natalia Makarova.

10 p.m.
CINEMA "The French Lieutenant's Woman," based on John Fowles' best-seller, starring Meryl Streep and Jeremy Irons.

**Time will vary by region. Please check specific listings.*

PERFORMING ARTS

Not a sometime foray, but a full time feast

C Channel reserves you season's tickets to the major theatres, concert halls and opera houses of the world.

Those front-row tickets are good every night of the year, bringing incomparable artists into your life and turning once-in-a-lifetime performances into daily festivals.

What's more, most of our performing arts programmes will be seen in Canada for the first time, and only on C Channel. In addition, since all of our programmes can be heard in full stereo through your home audio system, C Channel adds an important new dimension to music, opera, dance and theatre.

Music

C Channel will refresh your spirit with classic performances from the finest composers and most celebrated orchestras, with jazz and contemporary music, chamber recitals and concerts from the world's most thrilling artists.

Opera

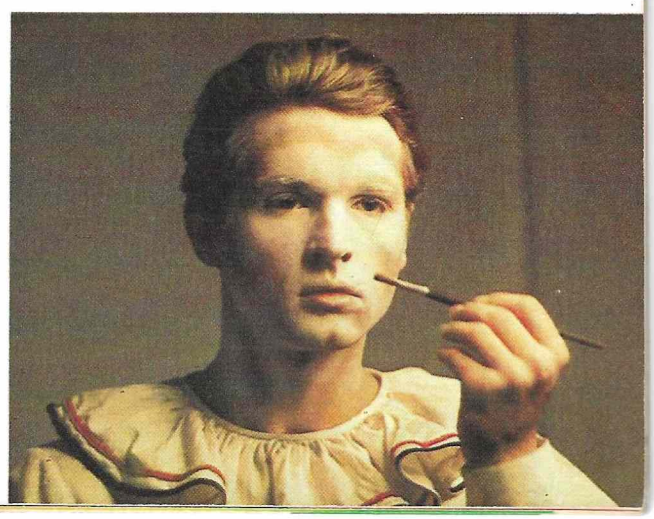
Nowhere will the giant sweep and passion of opera be seen more keenly than on C Channel. We'll present the finest singers in their most challenging roles, and take you backstage with the people who make this most complex of all the performing arts so richly satisfying.

Dance

Classical ballet keeps pace with the most modern dance forms in performances from Alvin Ailey, the National Ballet of Canada, Roland Petit and dozens more. In addition to dance itself, we'll bring you revealing portraits of dancers and dancemakers.

Theatre

Direct from the stages of London, Stratford and New York come the most electrifying moments in theatre, with world-class performances – from Shakespeare and Stoppard to O'Neill and Simon. High comedy, soaring romance and searing tragedy are the order of the day in C Channel's year-round season of fabulous theatre.



MUSIC

The food of love plays on

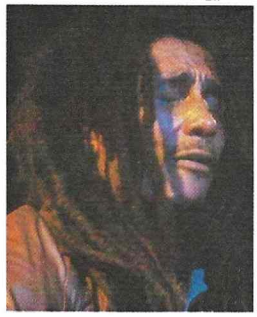
C Channel adds a new dimension to the experience of music.

You'll enjoy Beethoven from Berlin, rejoice with the Orford String Quartet at Toronto's Roy Thomson Hall and savour Handel's Water Music from the banks of the Thames.

You'll take in concerts with the superstars of song – from Carole King to Paul Simon to James Brown.

You'll attend the Montreal Jazz Festival, see Chick Corea and Gary Burton in a smash concert from Tokyo and Yves Montand at the Olympia in Paris.

And you'll go backstage to hear Isaac Stern in rehearsal, back in history to the age of Mozart, and down the Hudson River with Pete Seeger.



Just a taste

LEONARD BERNSTEIN conducting the New York Philharmonic, from the Bunka Kaisan Hall, Tokyo.

JAZZ AT THE SMITHSONIAN
A 10th anniversary celebration at the 1981/82 Smithsonian Jazz Festival.

BOB MARLEY AND THE WAILERS
A heart-pounding concert at the Santa Barbara Bowl.

LIONA BOYD
Canada's globe-trotting guitarist, on-stage and off, featuring the legendary Chet Atkins.

JAMES GALWAY MASTERCLASS
Six performances and masterclasses with wit and charm from Ireland's renowned flautist.

CAROLE KING: ONE TO ONE
An intimate concert with one of America's most prolific song-writers and singers.

DANCE & OPERA

Opera: Art made larger than life

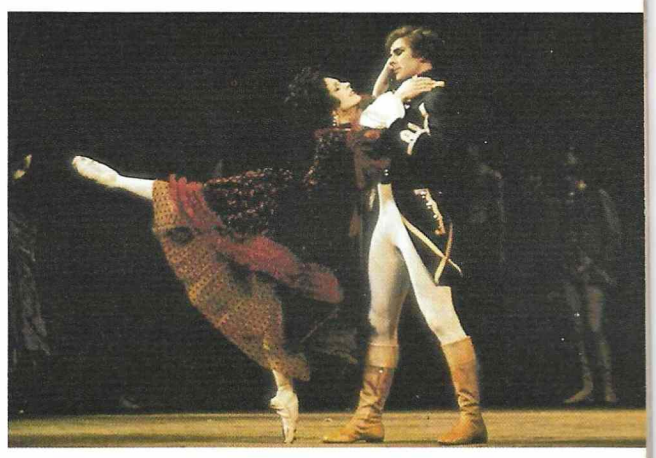
Opera on C Channel is more than Puccini, Mozart and Rossini; it's these masters and their peers including such works as Verdi's "Rigoletto," Saint-Saëns' "Samson and Delilah" and Benjamin Britten's "Peter Grimes."

As well as these superb operas, we'll also bring you the supreme voices of this generation, in concerts with Pavarotti, Contrubas, Vickers and Domingo.

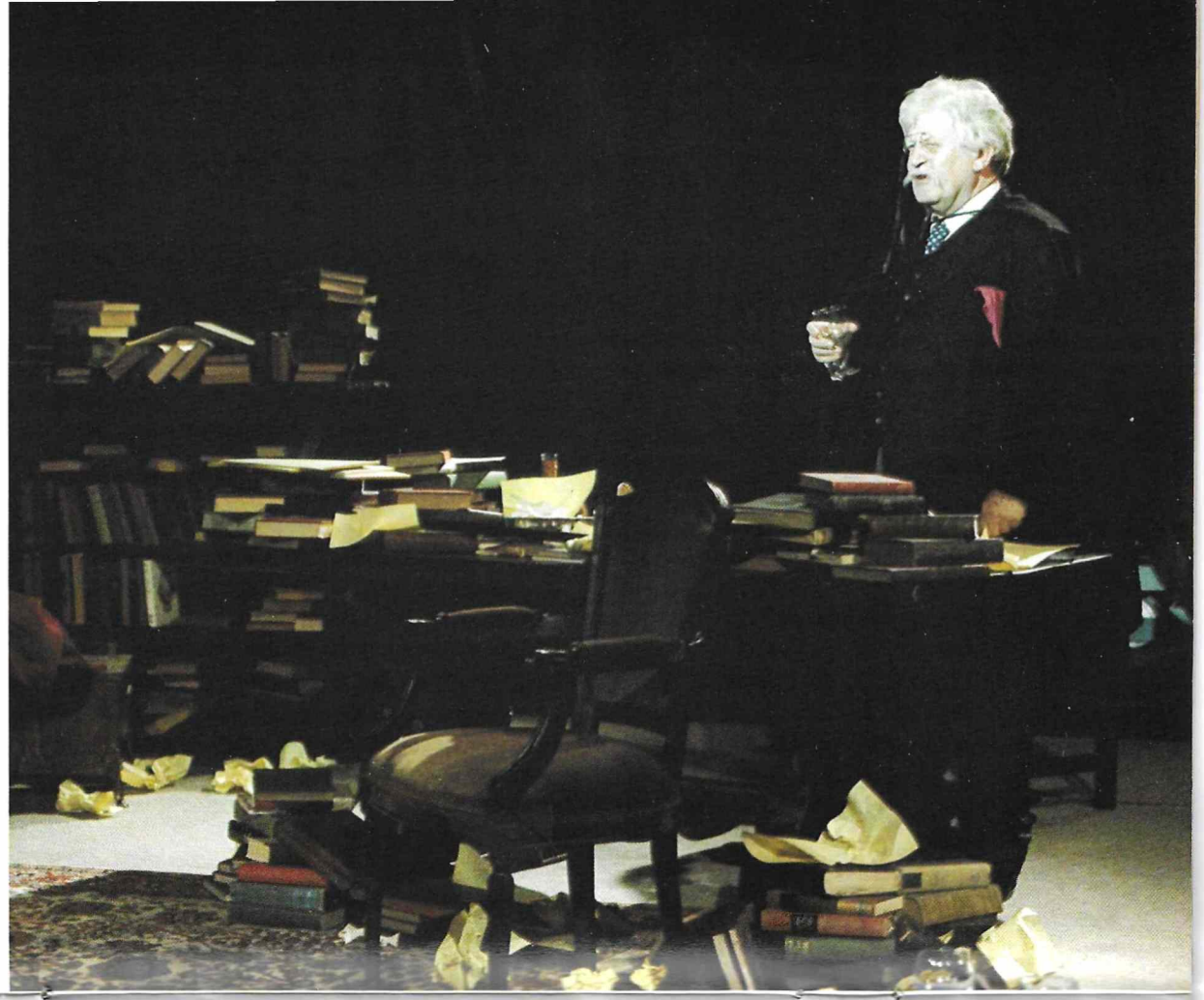
Dance: A lively look at a soaring art

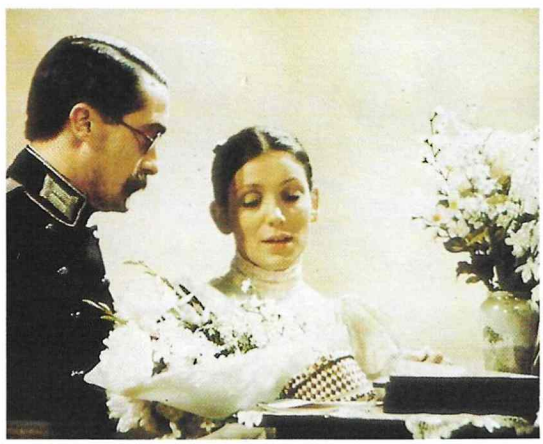
From Moscow comes the Bolshoi, from London the Royal Ballet, from New York the New York City Ballet, and from Toronto the National Ballet of Canada.

Classical ballet will share the stage with modern dance, from Twyla Tharp to Pilobolus to the Nederlands Dans Theater and Canada's unique National Tap Dance Company.



THEATRE





A bold new stage

C Channel will bring you the most gripping entertainment from every style and age of theatre.

C Channel presents outstanding productions by outstanding companies – from the Aldwych in London to the Guthrie in Minneapolis, with the best of Broadway, gems from off-Broadway and the London fringe, and Canada's national and regional theatres.

Just a taste

SOMEWHERE THE TRUMPETS ARE SOUNDING
Tony Van Bridge's virtuoso performance as G.K. Chesterton.

SWEENEY TODD
The macabre Broadway hit about a 19th-century throat-slitting barber in London, with 26 musical numbers by Stephen Sondheim, starring Angela Lansbury.

THE GIN GAME
Pulitzer-prize winning drama starring Jessica Tandy and Hume Cronyn.

MACBETH
Trevor Nunn's highly acclaimed interpretation, starring Judi Dench and Ian McKellan.

THE THREE SISTERS
Chekhov's masterpiece in a brilliant revival by the Royal Shakespeare Company.

SPECIAL EVENTS

Excellence meets the unexpected on C Channel

What better way to bring you extraordinary programmes than in an extraordinary way.

While we will feature many special events such as dramatic performances over a three or four day period, we will also present them in concentrated form—all on one day, as seen on Broadway.

What do we have in mind?

We have "Nicholas Nickleby" for one, and many more to come.

On Broadway, the Royal Shakespeare Company's adaptation of Charles Dickens' classic novel cost $100 a seat and the rush for tickets was so great, it could have run for years.

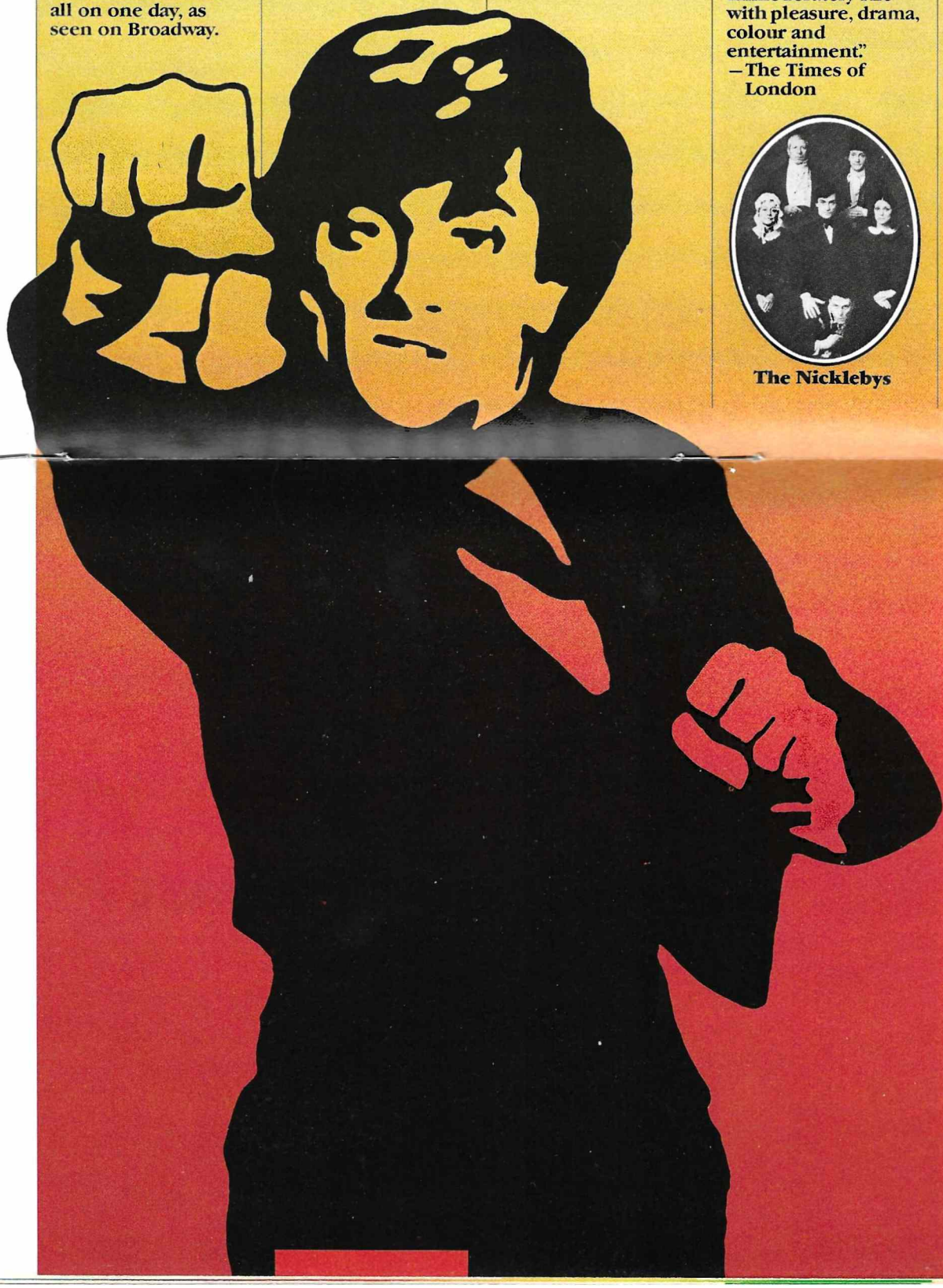
Now the sprawling, panoramic story that demanded 39 actors to play 250 roles in no less than eight hours, is coming to C Channel.

We'll present this artistic and social phenomenon over those same eight hours—with time in between for sustenance and drink.

We'll let you know well in advance what day "Nickleby" is coming so you can spend the best part of it with your family and friends watching one of the most remarkable events television has ever seen.

"Not for many years has the theatre seen anything so richly joyous, so immoderately rife with pleasure, drama, colour and entertainment."
—The Times of London

The Nicklebys



CINEMA

A private screening room in your home

Imagine being able to watch a world-class film every evening in the privacy of your home. That dream becomes a reality with C Channel's offering of fine films from around the world.

What sets our films apart from others? Every year hundreds of movies are produced around the world. Only a few survive the judgement of the box office. Fewer still can capture crowds and stand up to critical scrutiny. It is these precious few, drawn from international festivals and film capitals, that C Channel will show in abundance – more than a dozen each month.

We'll also showcase films that are now ready for a second look – films that years after their first run are finally being discovered for their real worth.

Our commitment to classic films is equally strong. We'll bring them back from the archives of the major studios and collections as living tributes to the most renowned directors, producers and stars.

Just a taste

THE FRENCH LIEUTENANT'S WOMAN Victorian convention meets head-on with modern realities in this brilliant adaptation of John Fowles' best-selling novel. Directed by Karl Reisz and starring Meryl Streep and Jeremy Irons as the star-crossed lovers.

DINER The critically-acclaimed wise-cracking story of four teenagers hanging out and growing up during the 50's.

LA CAGE AUX FOLLES One of the most popular French films ever released in Canada, "La Cage aux Folles" is a touching comedy of two very eccentric gentlemen: the odd couple with a continental flair.

THE HARDER THEY COME is a remarkable feature from Jamaica starring Jimmy Cliff which has already achieved cult status with its reggae score and songs such as "You Can't Get It If You Really Want It".

MORE CINEMA

Quality in quantity

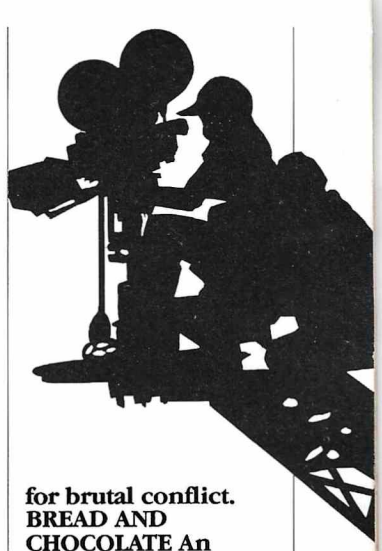
Great films are made not just in Hollywood but in other film capitals as well: London, Rio, Berlin, Paris, Sydney and Rome.

On C Channel, these movies will of course be commercial-free. However, they'll also be uncut and unedited – the way their creators meant them to be seen. And if those films are in a foreign language, they'll be dubbed into English or subtitled when they appear.

Every evening of the week, we'll bring you one fine film, a film with brains as well as brawn, one that has left a good taste in the minds of thousands of discerning film-goers and that will do the same for you.

Just a taste

THE LAST METRO A celebration of the spirit of Paris during the German occupation, portrayed through a group of actors. Starring Catherine Deneuve and directed by François Truffaut. **TRUE CONFESSIONS** Robert De Niro and Robert Duvall are brothers: one a detective, the other a monsignor. Their relationship makes for brutal conflict. **BREAD AND CHOCOLATE** An original and touching comedy starring Nino Manfredi in a bitter-sweet performance as a gentleman tramp. **BAD TIMING** A searing look into love and murder. The most popular film at the 1980 Toronto Festival of Festivals, starring Art Garfunkel and Harvey Keitel.

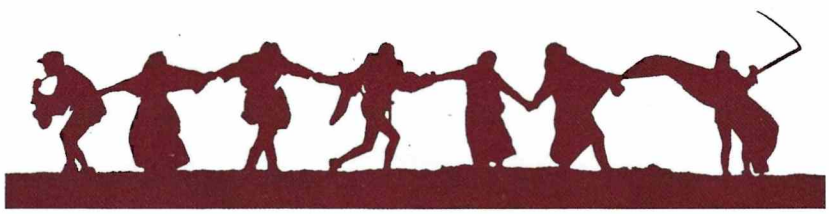


EVEN MORE CINEMA

Fond memories of things to come

The films you grew up on never looked better than right now.

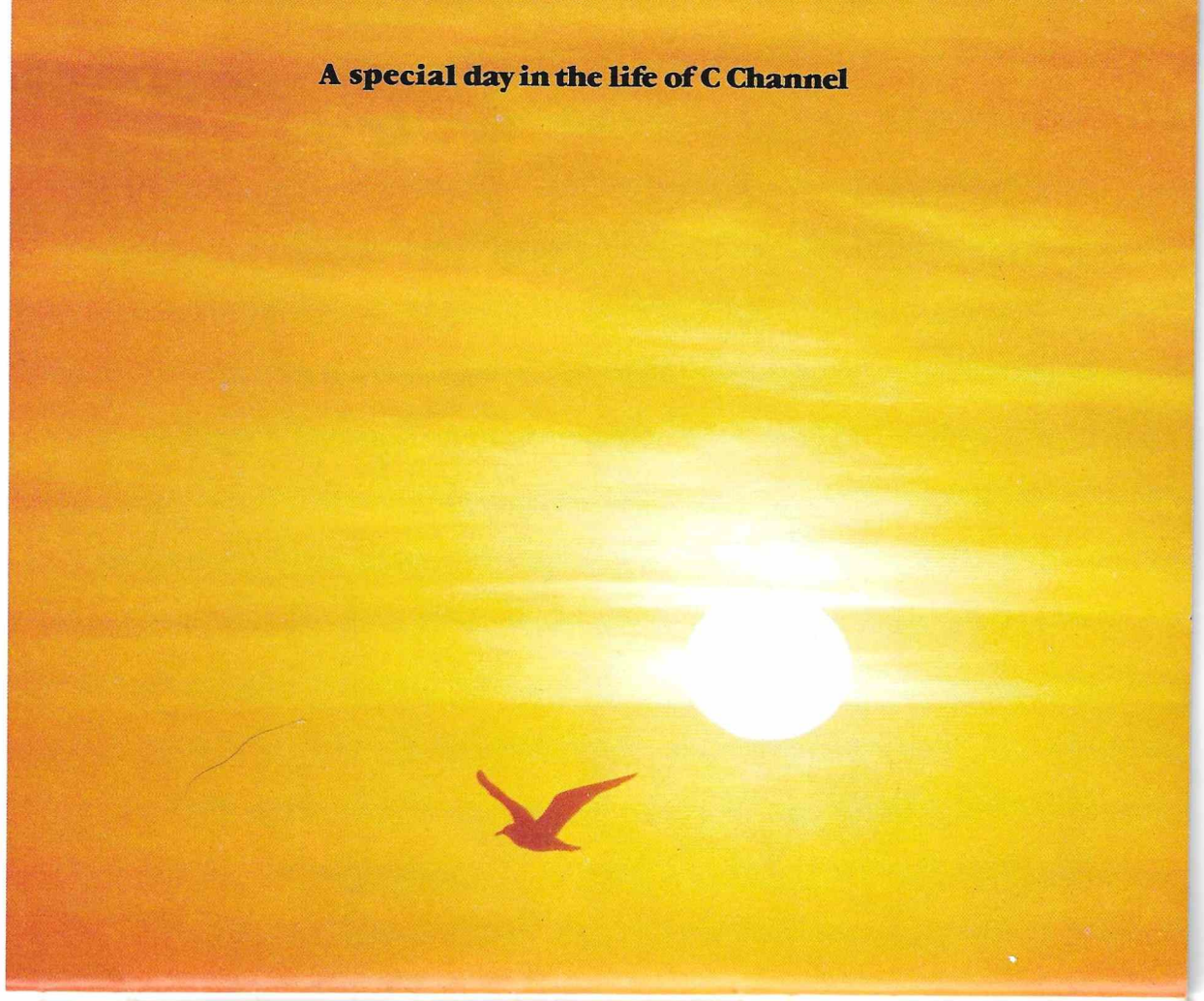
C Channel will return to the earliest days of film – to masters like Griffiths and Eisenstein – and not just show you their original masterpieces, but take you behind their cameras for revealing portraits of these fathers of film. We'll move forward to the Great Age of Hollywood and honour its stars – as Chaplin, Keaton and Bogart share the screen with Monroe, Hayworth and Bacall. And we'll move fast forward to bring you the very latest releases.



CLASSIC FILMS
Featuring greats like Greta Garbo, the Marx Brothers, Tracy and Hepburn, Gene Kelly, Judy Garland and John Garfield.

ALWAYS ON SUNDAY

A special day in the life of C Channel



Sunday is a special day on C Channel, with more hours of programming than any other day and a diversity of viewing that brings you the performing arts, a fine feature film and children's shows. Here's an example:

2 p.m.

"AIDA"

Performed by the San Francisco Opera, starring the incomparable Luciano Pavarotti.

5 p.m.

"A NIGHT AT THE OPERA"

the great family comedy classic starring the Marx Brothers.

7 p.m.

"LIONA BOYD SPECIAL"

starring Canada's first lady of guitar and featuring Chet Atkins.

8 p.m.

"SWEENEY TODD"

The smash Broadway musical, starring Angela Lansbury and George Hearn.

10 p.m.

"THE LAST METRO"

François Truffaut's celebration of the spirit of Paris during the Nazi occupation. Starring Catherine Deneuve.

** Times will vary by region. Please check specific listings.*

CHILDREN

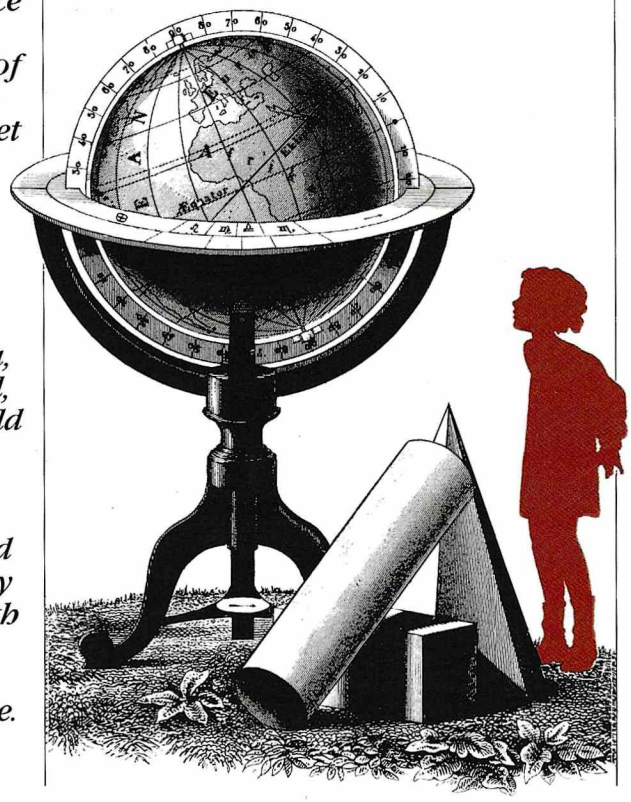
A growing choice for growing children

Too much television for children has been a wasteland of cartoons, violence and talking-down, all repeated over and over. But now, with the advent of C Channel, what children deserve in television will finally be what they get – stimulating and challenging entertainment.

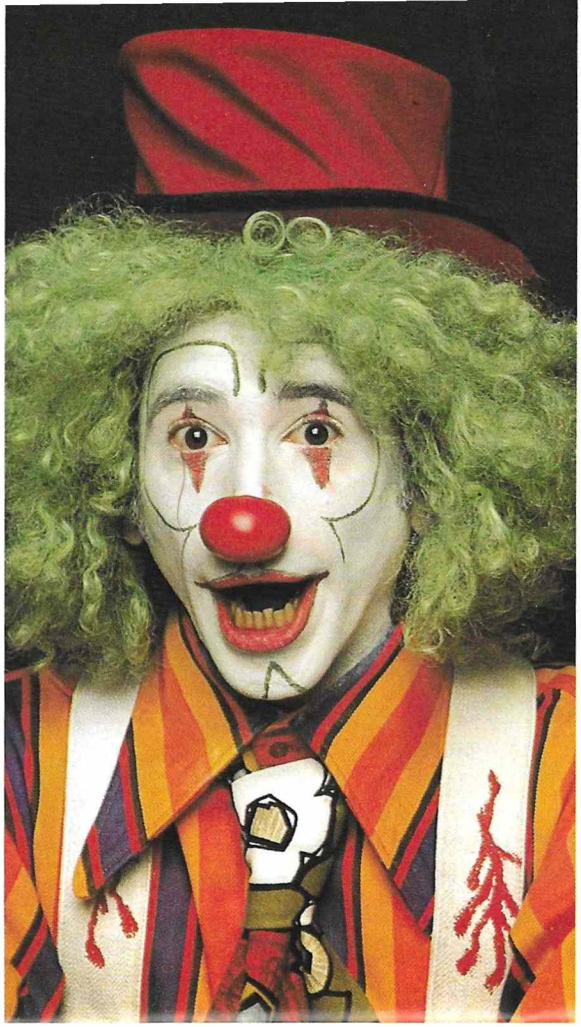
Our commitment to that goal shows itself in the range and difference of our schedule for children.

Our scope is international: films and adventure series from Australia, Czechoslovakia, Japan and England, science shows that use the whole world as a proving ground, and award-winning animation from Russia, America, Poland and Canada.

Our commitment is also reflected in our schedule: two full hours a day from 5 to 7 p.m. six days a week, with one hour on Sundays. Not the early morning and not just on weekends, but the right amount at the right time.



CHILDREN'S SHOWS



Odyssey: A voyage of discovery

C Channel places a high priority on its daily two hour programme called "Odyssey" which links entertainment, humour, suspense, and new discoveries into a single, fast-paced tribute to enquiring minds.

Our all-new variety show, "Troupers," sings and acts and dances for itself, drawing on lively material from across Canada and around the world. Whatever the ages and interests of your children may be, they'll find a new friend to grow with in C Channel.

Just a taste

THE PIED PIPER OF HAMELIN Winner of the "Prix Jeunesse", the prestigious international award for children's film.

TROUPERS A potpourri of popular Canadian singers, actors and entertainers from the haunting percussion of "Nexus" to Alf Simmons, the one man band and clown, to Tony Molesworth, juggler and magician.

CINDERELLA A puppet animation of the famous fairy tale, done with mime and music in a glittering production.

KICKING AROUND A 10-part series about a group of teenage boys from Australia who decide to form their own soccer team.

SPECTRUM A 19-part series that takes science out of the lab and into the world around us.

It's more than you think

It's been said that many of our images of the world come from the movies we grew up with. Now that your children are growing up, the quality and content of those first impressions are more important than ever.

For this reason, C Channel's films for children are carefully chosen, not just for their stories, but for their creative excellence.

Just a taste

BIG WHEELS AND SAILOR The children of long-distance truck drivers become involved in a hijacking. Judged best Feature by the Children's Jury at the Los Angeles Film Festival.

KEIKO A wealthy Japanese-American girl encounters unexpected prejudice in a performing arts camp.

ROBIN HOOD JUNIOR In Sherwood Forest, a gang of children foil the Norman barons. Special diploma from the Moscow Film Festival.

CLARENCE AND THE OTTAWAY A musical adventure about street smarts and real smarts in high school.

THE PRINCE AND THE PAUPER The animated version of Mark Twain's classic children's tale.

NEXT

Reserve your seat

What you have seen in these pages is just a taste of what you'll receive when you subscribe. C Channel is as different from other pay television alternatives as it is from the television you receive now.

Here quality counts, excellence prevails. C Channel delivers you every month what no one else can: an unparalleled feast of lively arts. For considerably less than a night on the town, you can have a month of the best in performing arts, fine international films and superb children's programmes.

Reserve your enjoyment now so you won't miss a single great performance or one spectacular show.

Phone your cable company today and make a call for excellence.

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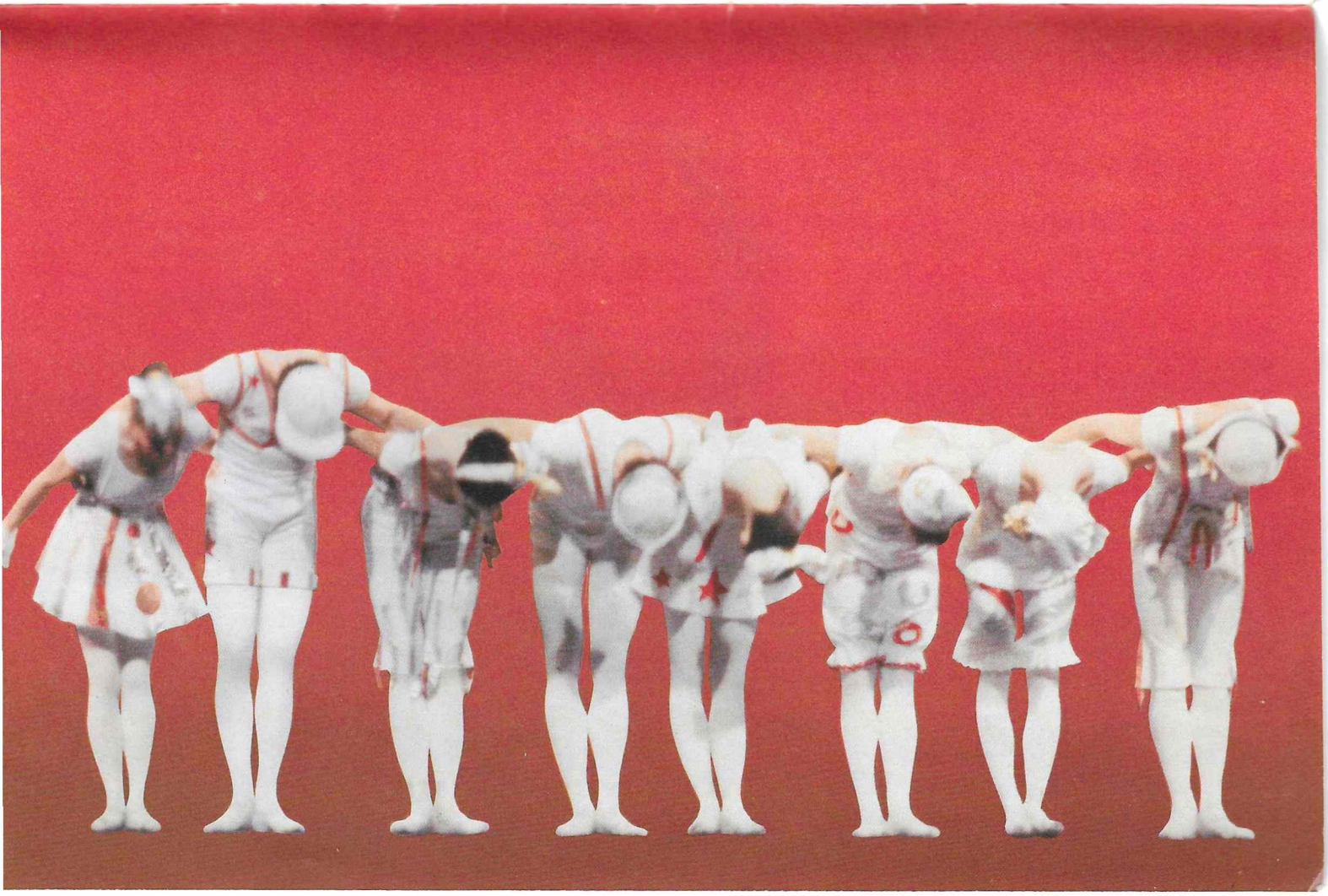

THE DIFFERENCE!

C Channel Pay Television